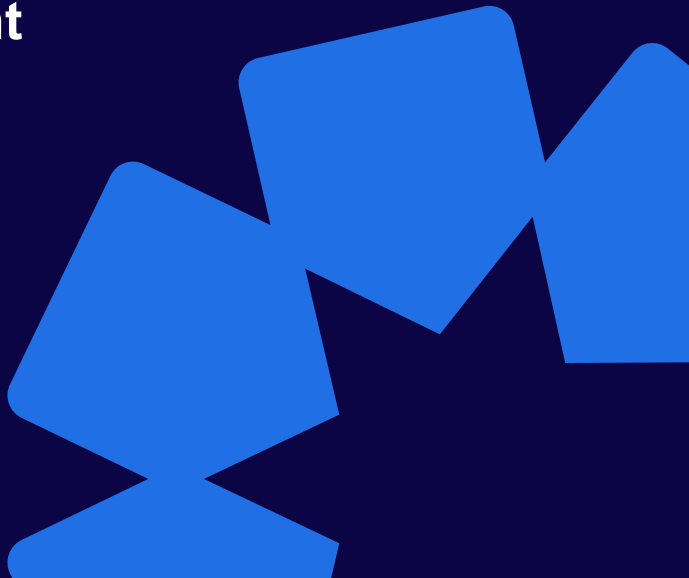




# Why You Should Consider an Omnichannel Payments Strategy

Give consumers the options they want



# Introduction

When it comes to making purchases in today's environment, the data is clear – consumers like options.

According to a recent online survey conducted by CPI® of more than 2,000 consumers, respondents stated they preferred the choice to use either physical cards or digital payment solutions when making purchases.

The survey also showed that while digital payments are on the rise and an appreciated option – especially among a younger demographic – physical card use remains the most popular option.

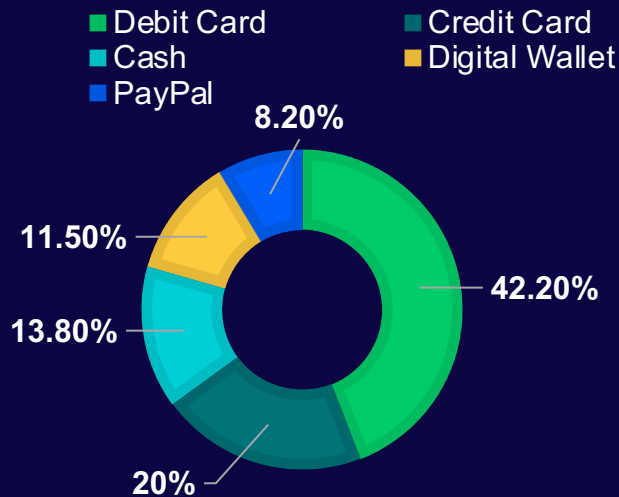


**The majority of consumers like choices. 53.5% of respondents stated they “totally agree that they like having the choice to use a physical card or a smartphone to make a purchase.”**

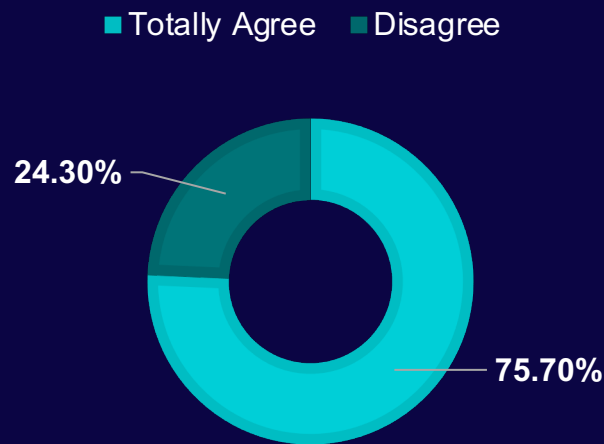
# Physical Cards Remain the Most Popular Option and are Here to Stay

Physical cards are the preferred way to make a purchase, and consumers want choices.

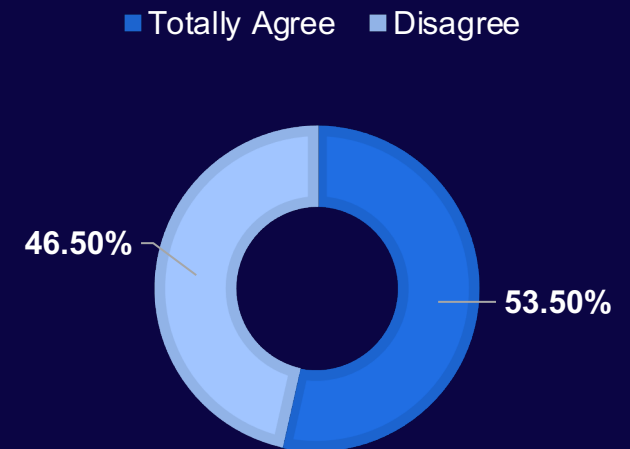
## Physical Cards are King



## Physical Cards are Here to Stay



## Consumers want Choices





**Why You Should Consider an  
Omnichannel Payments Strategy**

# Providing Physical Cards Appeals to Longstanding Consumer Preferences



Consumer reliance on physical cards and digital payment options has steadily increased in recent years, mostly at the expense of cash transactions. Card use is already an ingrained behavior for many, and the modern convenience of contactless solutions has only helped further solidify this option for proponents of this form of payment.

Today's modern smart cards, including dual interface contactless cards, combine traditional functionality and convenience with amplified security benefits to enhance the user experience and deliver peace of mind.

Physical cards also enjoy near-universal acceptance online and at the point of sale (POS), which can eliminate complexity and hassle for users – especially when digital payments aren't an option.

# Payment Options Cater to Those Favoring Modern Convenience

Digital payments have been steadily increasing as a percentage of total transactions for years, but it wasn't until 2020 when the pandemic hit that digital alternatives fully entered the mainstream. This payment method has been made possible by the growing prevalence of QR codes, mobile wallets and contactless payments.

When it comes to digital payments and other modern payment methods, the main thing to keep in mind is that you want to appeal to your cardholders with the convenience factor. They want the entire journey from shopping to paying to be quick and easy.

When you provide what your cardholders want, they are more likely to give you repeat business. You win by offering a spectrum of convenient payments, which helps you drive more business.



# Omnichannel Offerings Give Users the Best of Both Worlds



Offering both physical and digital payment options can help financial institutions increase brand positioning while competing for top-of-wallet status. Opting for added choice makes good business sense for institutions interested in giving consumers the convenience, control, and flexibility they want in an increasingly technology-driven and segmented world. By catering to the full spectrum of consumer preferences, providers can create an experience that will help engage and retain current customers while appealing to new ones.

Additionally, providing diverse payment options can help increase usage and, ultimately, the opportunity for interchange revenue.

Issuers interested in deploying a complementary digital solution to their physical payment offerings should consider working with a trusted payment solutions provider that has the products, services, and industry expertise needed to guide the process from consultation to delivery.



**With consumers relying on both physical and digital payments, financial institutions need to offer omnichannel payment solutions to cater to modern user preferences.**



# Are You Ready for the Future?

At CPI, we provide a full spectrum of solutions designed to help you delight your customers, build loyalty, stay top-of-wallet, and help drive revenue.

Our omnichannel offerings help ensure businesses are ready to meet their customers' needs today while simultaneously preparing for what's to come tomorrow.

[Learn more about our solutions.](#)

- [Prepaid](#)
- [Card Production](#)
- [Personalization](#)
- [Instant Issuance](#)
- [Push Provisioning](#)



# About CPI Card Group

CPI Card Group® is a payment technology company providing a comprehensive range of credit, debit, and prepaid card solutions, complementary digital solutions, and Software-as-a-Service (SaaS) instant issuance. With a focus on building personal relationships and earning trust, we help our customers navigate the constantly evolving world of payments, while delivering innovative solutions that spark connections and support their brands. We serve clients across industry, size, and scale through our team of experienced, dedicated employees and our network of high-security production and card services facilities—located in the United States. CPI is committed to exceeding our customers' expectations, transforming our industry, and enhancing the way people pay every day. Learn more at [www.cpicardgroup.com](http://www.cpicardgroup.com).



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